

2021 ECONOMIC REPORT SOUTHWEST REGION



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Southwest Region is comprised of seven counties in the southwest corner of Missouri. This region is home to several cities including Joplin, Neosho, and Monett.

The Southwest Region workforce has more than 127,800 employees, making up 4 percent of Missouri's employment. In 2020, 49 percent of the workforce was female and 51 percent was male. The regional average unemployment rate in 2020 was 5.7 percent.

The workforce is getting older in the Southwest Region, a trend happening throughout Missouri and the U.S. In 2020, 24 percent of the workforce was age 55 or older, up from 20 percent a decade earlier.

For the region, 9 percent of the workforce was non-white, compared to 17 percent for the state; 8 percent of the region's workforce was Hispanic or Latino, compared to 4 percent for Missouri.

In the Southwest Region, 8 percent of the population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7 percent and the U.S. was at 23 percent.

The Southwest Region has a slightly higher percentage of the population with a disability compared to the state and the nation. For the Southwest Region, 14 percent of the population has a disability compared to 12 percent in Missouri and 10 percent in the U.S.

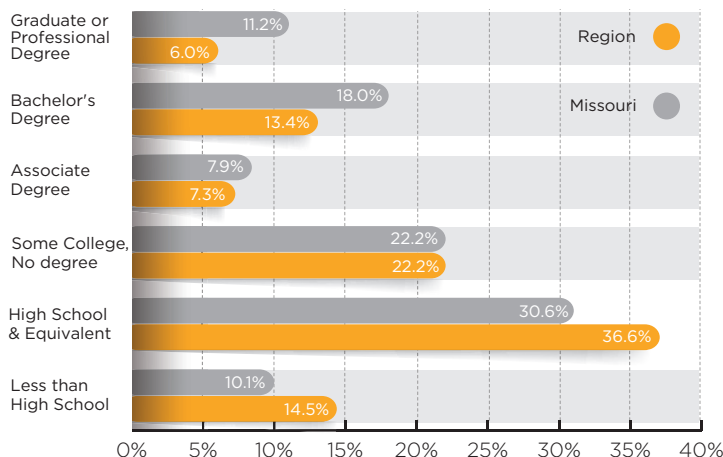
Workforce Demographics

	SW Region	Missouri	Nationwide
Average Monthly Employment in 2020	127,807	2,867,162	147,795,000
Average Unemployment Rate in 2020	5.7%	6.1%	8.1%
Female	49%	51%	50%
Male	51%	49%	50%
Non-White	9%	17%	24%
Hispanic or Latino	8%	4%	16%
Ages 55 and Older	24%	24%	24%
With Disabilities (Ages 18-64)	14%	12%	10%
Below Poverty Levels (Ages 18-64)	16%	13%	13%
Language other than English (Ages 18-64)	8%	7%	23%
Education of Associate Degree or Higher	27%	37%	41%

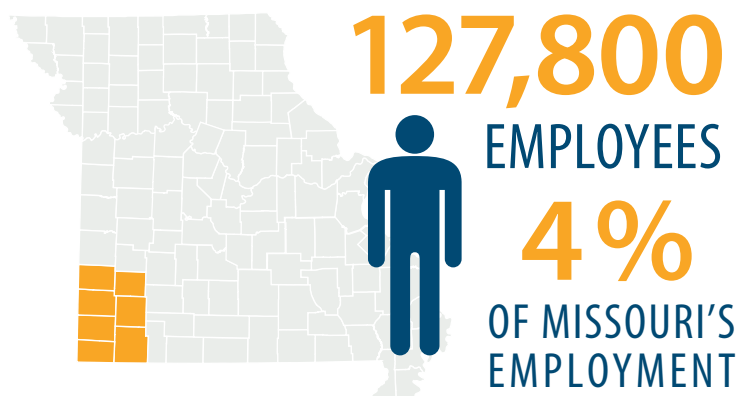
SOURCES: CENSUS ACS 2019-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2020

Educational attainment rates for the Southwest Region are lower than those of the state in regards to bachelor's or advanced degrees. Twenty-seven percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 37 percent for the state.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2019

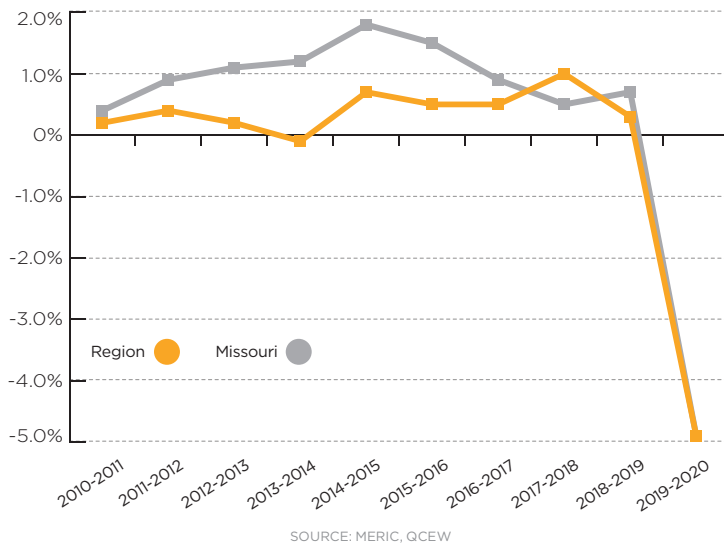


SOUTHWEST REGION

INDUSTRY ANALYSIS

The Southwest Region averaged over 108,400 jobs in 2020. The region lost over 5,500 jobs from 2019 to 2020, resulting in a -4.9 percent employment growth. Missouri employment also decreased by 4.9 percent in that time. From 2016 to 2020, the Southwest Region averaged -0.8 percent annual growth for an overall decrease of 3.1 percent; during that same period Missouri's employment declined by 2.9 percent.

Southwest Employment Annual Growth Rate



Manufacturing is the largest employing industry in the region at almost 23,700 jobs and growing 1.3 percent annually from 2016 to 2020. *Health Care and Social Assistance* is the second largest industry in the region at over 16,300 jobs. *Retail Trade* lost 578 jobs from 2016 to 2020, with an annualized growth rate of -1.1 percent.

Educational Services maintained its employment at around 10,060 from 2016 and 2020. The *Transportation and Warehousing* and *Administrative and Support and Waste Management* industries had notable job losses of 1,020 and 1,858, respectively.

Southwest Region Top Employing Industries

Industry	Employment 2016	Employment 2020	Net Change	2016-2020 Empl. CAGR	2019 Annual Wages
Manufacturing	22,490	23,695	1,205	1.3%	\$49,104
Health Care & Social Assistance	16,126	16,330	204	0.3%	\$46,068
Retail Trade	13,794	13,216	-578	-1.1%	\$29,664
Educational Services	10,059	10,064	5	0.0%	\$34,092
Accommodation & Food Services	8,458	8,204	-254	-0.8%	\$16,764
Transportation & Warehousing	6,859	5,839	-1,020	-3.9%	\$48,432
Administrative Support & Waste	6,557	4,699	-1,858	-8.0%	\$32,136
Construction	4,422	4,530	108	0.6%	\$46,056
Wholesale Trade	4,179	4,298	119	0.7%	\$52,644
Professional, Scientific, & Tech. Servs.	3,475	3,393	-82	-0.6%	\$61,584
Other Services (except Public Admin.)	2,828	2,773	-55	-0.5%	\$29,436
Public Administration	2,511	2,500	-11	-0.1%	\$31,872

SOURCE: LEHD-QWI, 2016-2020 2ND QUARTER

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries higher than 1.0 indicate a concentration.

The Southwest Region has higher concentrations in *Food Manufacturing*, *Animal Production*, *Truck Transportation*, *Electronic Equipment and Appliance Manufacturing*, and *Fabricated Metal Manufacturing*.



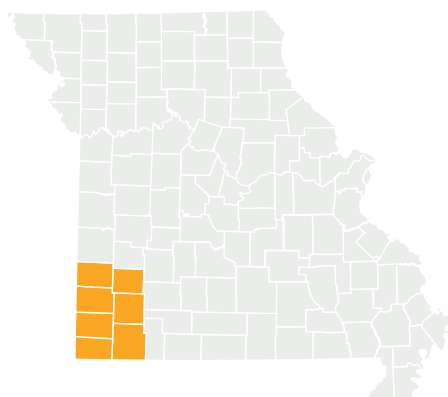
2020 Southwest Region Location Quotients

Industry	Employment	Location Quotient
Food Manufacturing	9,670	9.6
Animal Production & Aquaculture	921	5.5
Truck Transportation	3,488	3.8
Elec. Equip., Appliance, & Other Mfg.	826	3.4
Fabricated Metal Product Manufacturing	2,969	3.4
Gasoline Stations	1,902	3.3
General Merchandise Stores	4,938	2.6
Motor Vehicle & Parts Dealers	2,067	1.7
Bldg. Material & Garden Equip. Dealers	1,438	1.7
Wood Product Manufacturing	414	1.7
Nonmetallic Mineral Product Manufacturing	384	1.5
Furniture & Related Product Manufacturing	332	1.5
Broadcasting (except Internet)	210	1.4
Repair & Maintenance	1,082	1.3
Food Services & Drinking Places	8,173	1.3

SOURCE: BUREAU OF LABOR STATISTICS, QCEW

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Projected growth by industry helps to identify future employment needs for an area. Projections indicate that the largest growth industries in the Southwest Region will be *Food Services and Drinking Places*, *Ambulatory Health Care Services*, *Merchant Wholesalers (Durable Goods)*, *Hospitals*, and *General Merchandise Stores*.



Southwest Region Largest Growth Industries 2018-2028

Industry	Employment		Change	
	2018 Estimated	2028 Projected	2018-2028 Numeric	2018-2028 Percent
Food Services & Drinking Places	8,501	9,576	1,075	12.6%
Ambulatory Health Care Services	4,117	4,963	846	20.5%
Merchant Wholesalers, Durable Goods	2,274	2,832	558	24.5%
Hospitals	6,262	6,658	396	6.3%
General Merchandise Stores	4,613	4,992	379	8.2%
Couriers and Messengers	352	551	199	56.5%
Warehousing and Storage	1,233	1,384	151	12.3%
Specialty Trade Contractors	2,536	2,678	142	5.6%
Administrative & Support Services	4,739	4,869	130	2.7%
Local Government, Excl. Education & Hospitals	3,958	4,069	111	2.8%

SOURCES: MERIC INDUSTRY PROJECTIONS

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimate labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

Now jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. Now occupations include *Combined Food Preparation and Serving Workers*, *Cashiers*, and *Retail Salespersons* which lead the way in total openings. *Personal Care Aides*, *Home Health Aides*, and *Combined Food Preparation and Serving Workers, Including Fast Food* are projected to be the fastest growing Now occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers*, *Secretaries and Administrative Assistants*, and *Nursing Assistants* will have the most openings for the Next category of occupations. *Phlebotomists*, *Cooks, Restaurant*, and *Farm Equipment Mechanics and Service Technicians* are the fastest growing Next occupations.

Later jobs typically require a bachelor's degree or higher. For Later occupations *Registered Nurses*, *General and Operations Managers*, and *Accountants and Auditors* will have the most openings. *Nurse Practitioners*, *Substance Abuse, Behavioral Disorder, and Mental Health Counselors*, and *Speech-Language Pathologists* are the fastest growing Later occupations.

Southwest Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH NET INCREASE OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2018-2028

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2020-2021 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

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Southwest Region Long-Term Occupational Projections by Top Openings

Occupation	2018 Estimated Employment	2028 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
NOW							
Combined Food Preparation and Serving Workers	3,323	3,919	596	289	356	705	\$19,271 ★
Cashiers	3,474	3,418	-56	308	342	644	\$19,632 ★
Retail Salespersons	3,757	3,848	91	218	337	564	\$22,222 ★
Personal Care Aides	2,440	3,433	993	217	192	508	\$20,961 ★
Laborers and Freight, Stock, and Material Movers	2,505	2,503	-2	113	235	348	\$25,839 ★
NEXT							
Heavy and Tractor-Trailer Truck Drivers	5,592	5,696	104	232	409	651	\$42,012 ★
Secretaries and Administrative Assistants	2,818	2,532	-286	137	162	270	\$27,077
Nursing Assistants	1,833	1,969	136	102	111	227	\$23,292
Food Batchmakers	1,756	1,399	-357	95	139	198	\$34,847
First-Line Supervisors of Retail Sales Workers	1,486	1,467	-19	51	111	160	\$36,687 ★
LATER							
Registered Nurses	2,725	2,977	252	79	73	177	\$54,029 ★
General and Operations Managers	1,744	1,812	68	37	117	161	\$61,772 ★
Accountants and Auditors	650	683	33	19	43	65	\$57,589 ★
Substitute Teachers	341	362	21	20	20	42	\$21,019
Child, Family, and School Social Workers	354	371	17	11	25	38	\$36,625

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2018-2028

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2020-2021 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

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For more information, visit
meric.mo.gov or dhewd.mo.gov



This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report.

This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.